

Social Media Network

Well-being support for social media moderators

4 April 2019

Discussion ideas

What would the perfect wellbeing support for social moderators look like in an organisation? Over 30 social media leads working in charities and not-for-profits pooled their ideas, coming up with interesting approaches/training/techniques on how we can provide more support to social moderators. Here are some of the ideas they came up with:

- Get in touch with HR about a plan – train people up on mental health support such as offering training for members of staff to be Mental Health First Aiders
- Having someone removed from your team to confide in
- Getting a company in to do some resilience training / Training/support for dealing with distressing comments
- Provide the Headspace app to all social media staff
- Supervision and mentoring
- Bring up the issue with your CEO and explain how the problem has been affecting you – a culture change starts from the top
- Encourage senior leaders to talk about mental health
- Triage sessions and ground rules to reduce desk bombing and emails
- Incorporate support in work flow – if there's a bad comment that's affected you then you can go to a certain person for support
- Improvements to chatbot / other automated services so this takes some of the workload
- Clear strategy, tactics and guidelines for social media more generally will help the team
- Let supporter care team know about what content/campaigns are coming. Develop FAQs together
- Arrange monthly team meetings to discuss hot topics, challenges, and “troll of the month” award – but keep it offline
- “Overheard in supporter care” – an offline collection of the weirdest/funniest things people say
- Share on internal and external channels the nice comments/praise/feedback – people aren't all bad!
- Hold lunch and learns or send round highlights emails to raise awareness of social media team
- Tea and chat first thing in the morning (or whenever works) to get people chatting to each other more informally
- Regular one-to-ones – talk about your highlights, headaches and horizons
- Hold team meetings off site
- Encourage your team to attend more external training sessions and courses
- Do team activities in breaks – get outside
- Take work from home days / Champion a work from home policy
- Set screen time limits and alarms that prompt you to go home/take a break

- Take a regular digital detox day (one a month?) so you have the chance to do research, read a book, visit another team or site etc. Everyone needs a break!
- Set email cut-off times
- Watershed on emails 8-6pm – no expectation to reply to emails outside of these hours.
- Don't moderate for longer than xx hours a day. Perhaps 2 hours a day?
- Avoid working outside of office hours
- Have an (out-of-hours) rota to take pressure off individuals
- Train/upskill other staff on social media so the social media person can have a break and doesn't feel pressured, or like they need to log in, especially when they're on holiday or having a day off
- Foster a good social community
- Allow for time out after dealing with trolls
- Don't sweat every negative comment and counter negativity with positivity and good humour
- Remind ourselves of the good going on in the world
- Good news roundups to motivate staff
- Exercise regularly
- Yoga / mindfulness at work
- Therapy dogs
- Random acts of kindness